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NAVTEQ CORP

NO. 752 P. 2

Appl. No. 09/887,198

Dated June 21, 2006

Comments on Statement of Reasons for Allowance

Certificate of Transmission

I hereby certify that this correspondence is being transmitted by facsimile to the Commissioner for Patents, Alexandria VA 22313-1450, on June 21, 2006, by Jon Strober (Reg. No. 41,311).

PATENT
Case No. N0093US**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No. : 09/887,198
Applicant : Matthew A. Guido et al.
Filed: : June 22, 2001
Titled : Geographic Database Organization That Facilitates Location-Based Advertising
TC/A.U. : 2167
Examiner : Kuen S. Lu
Docket No. : N0093US
Customer No. : 37583

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Dear Sir:

The present application was allowed on May 5, 2006. Applicants gratefully acknowledge the Examiner's efforts in connection with the present application. Comments that accompanied the Notice of Allowability (pages 6-7) stated that

[T]he prior art made of record does not teach the above described claimed subject matter in each of the independent claims 1, 7 and 13, specifically where forming new advertising zone, advertising zone defining hierarchy of 1st and 2nd layers and the road segment data comprising data that indicates in which of the advertising zones the road segment is located.

Applicants note that independent Claim 1, 7 and 13 do not recite the phrase of "forming new advertising zone." Accordingly, Applicants submit that the phrase *forming new advertising zone* should not be used to construe allowed independent Claims 1, 7 and 13 of the present application. Applicants note that independent Claims 7 and 13 do not recite the



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phrase of "the road segment data comprising data that indicates in which of the advertising zones the road segment is located." Accordingly, Applicants submit that the phrase *the road segment data comprising data that indicates in which of the advertising zones the road segment is located* should not be used to construe allowed independent Claims 7 and 13 of the present application.

Respectfully submitted,

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